

## CIGARETTE ALLOCATION WORKSHEET

## SEGMENT ALLOCATION

(Baseline feet) \_\_\_ x \_\_\_ (Segment share) = \_\_\_ (Baseline allocation)

(Baseline allocation) \_\_\_ x 5 = \_\_\_ (Linear feet allocation)

## MANUFACTURER ALLOCATION (BRANDED)

(RJR Share) \_\_\_ x \_\_\_ (Branded linear ft. allocation) = RJR Branded  
(PM Share) \_\_\_ x \_\_\_ (Branded linear ft. allocation) = PM Branded  
(B&W Share) \_\_\_ x \_\_\_ (Branded linear ft. allocation) = B&W Branded  
(LOR Share) \_\_\_ x \_\_\_ (Branded linear ft. allocation) = LOR Branded  
(ATC Share) \_\_\_ x \_\_\_ (Branded linear ft. allocation) = ATC Branded  
(L&M Share) \_\_\_ x \_\_\_ (Branded linear ft. allocation) = L&M Branded

## MANUFACTURER ALLOCATION (PRICE VALUE)

(RJR Share) \_\_\_ x \_\_\_ (P. Valu linear ft. allocation) = RJR P. Valu  
(PM Share) \_\_\_ x \_\_\_ (P. Valu linear ft. allocation) = PM P. Valu  
(B&W Share) \_\_\_ x \_\_\_ (P. Valu linear ft. allocation) = B&W P. Valu  
(LOR Share) \_\_\_ x \_\_\_ (P. Valu linear ft. allocation) = LOR P. Valu  
(ATC Share) \_\_\_ x \_\_\_ (P. Valu linear ft. allocation) = ATC P. Valu  
(L&M Share) \_\_\_ x \_\_\_ (P. Valu linear ft. allocation) = L&M P. Valu

51850 3910

## DeCA SOUTHERN REGION SPECIFIC PLANOGRAM

TOBACCO - BRANDED SEGMENT 34% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LIGGETT & MYERS	BROWN & WILLIAMSON

08/14/95  
2:07PMTraffic  
→

HQ DEFENSE COMMISSARY AGENCY/COMP ELAINE CAPITANO AND STACEY KJELLESVIK  
 PHILIP MORRIS 43%; RJ REYNOLDS 31%; BROWN & WILLIAMSON 16%;  
 LORILARD 5%; LIGGETT & MYERS 2%.

Page 1

RJR-31%

51850 3912

# DeCA SOUTHERN REGION SPECIFIC PLANOGRAM

TOBACCO - PRICE VALUE SEGMENT 66% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

[illegible]

Clare Cipitano

08/14/95  
2:15PM

Traffic

NO DEFENSE COMMISSARY AGENCY/DONP ELAINE CAPITANO AND STACEY K. ELLESVIK  
RJ REYNOLDS 36% BROWN & WILLIAMSON 24% PHILIP MORRIS 23%  
LIGGETT & MYERS 16% LORILARD 1%.

Page 1

RJR-36%

## DeCA NORTHEAST REGION SPECIFIC PLANOGRAM

TOBACCO - BRANDED SEGMENT 57% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LIGGETT & MYERS	BROWN & WILLIAMSON

08/14/95  
1:54PMTraffic  
→HQ DEFENSE COMMISSARY AGENCY/COMP ELAINE CAPITANO AND STACEY KJELLESVICK  
PHILIP MORRIS 48%; RJ REYNOLDS 22%; BROWN & WILLIAMSON 18%;  
LORILARD 13%; LIGGETT & MYERS 1%.

Page 1

*Elaine Capitano*

RGR-2296

51850 3914

## DeCA NORTHEAST REGION SPECIFIC PLANOGRAM

TOBACCO - PRICE VALUE SEGMENT 43% - HQ DEFENSE COMMISSARY AGENCY PLANOGAM

RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS

E. L. L. Capitano

08/14/95  
1: 67PM

**Traffic**

HQ DEFENSE COMMISSARY AGENCY/DOMP ELAINE CAPITANO AND STACEY KJELLESVIK  
RJ REYNOLDS 20X; BROWN & WILLIAMSON 42X; PHILIP MORRIS 28X  
LIGGETT & MYERS 11X; LORELARD 1X.

Page 1

RGR-20%

## DeCA CENTRAL REGION SPECIFIC PLANOGRAM

TOBACCO - BRANDED SEGMENT 36% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

PHILIP MORRIS	RJ REYNOLDS	LORILLARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILLARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILLARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILLARD	LIBBETT & MYERS BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILLARD	BROWN & WILLIAMSON

*Elaine Capitano*06/14/96  
1:10PMTraffic  
→HQ DEFENSE COMMISSARY AGENCY/DOMP ELAINE CAPITANO AND STACEY KJELLESVIK  
PHILIP MORRIS 42%, RJ REYNOLDS 28%, BROWN & WILLIAMSON 18%,  
LORILLARD 12%, LIBBETT & MYERS 2%.

Page 1

TOBACCO - PRICE VALUE SEGMENT 64% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

[illegible]

*E. Laine Capitano*

**Traffic** →

HQ DEFENSE COMMISSARY AGENCY/COMP ELAINE CAPITANO AND STACEY KJELLESVIK  
RJ REYNOLDS 30% EDSOON 6 MT. JANSON 26% PHILIP MORRIS 26%  
LIGGETT & MYERS 14% LORILARD 12.

Page 1

## DeCA MIDWEST REGION SPECIFIC PLANOGRAM

TOBACCO - BRANDED SEGMENT 36% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LIGGETT & MYERS	BROWN & WILLIAMSON

08/14/95  
1:40PMTraffic  
→HQ DEFENSE COMMISSARY AGENCY/DOMP ELAINE CAPITANO AND STACEY KJELLESVIK  
PHILIP MORRIS 45%; RJ REYNOLDS 25%; BROWN & WILLIAMSON 15%;  
LORILARD 5%; LIGGETT & MYERS 1%.

Page 1

RJR-25%



## DeCA MIDWEST REGION SPECIFIC PLANOGRAM

51850 3918

TOBACCO - PRICE VALUE SEGMENT 64% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

RJ REYNOLDS		BROWN & WILLIAMSON		PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS		BROWN & WILLIAMSON		PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS		BROWN & WILLIAMSON		PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS		BROWN & WILLIAMSON		PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS		BROWN & WILLIAMSON		PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS	LORILLARD	

08/14/95  
1:49PMTraffic  
→

HQ DEFENSE COMMISSARY AGENCY/DOHP ELAINE CAPITANO AND STACEY KJELLESVIK  
 RJ REYNOLDS 37% BROWN & WILLIAMSON 28% PHILIP MORRIS 20%  
 LIGGETT & MYERS 16% LORILLARD 1%

Page 1

RGR-3790

## DeCA SOUTHWEST REGION SPECIFIC PLAN06RAM

TOBACCO - BRANDED SEGMENT 45% - HQ DEFENSE COMMISSARY AGENCY PLAN06RAM

PHILIP MORRIS	RJ REYNOLDS	LISSETT & MYERS	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORELARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORELARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORELARD	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORELARD	BROWN & WILLIAMSON

*E. L. Capitan*08/14/95  
2:19PMTraffic  
→HQ DEFENSE COMMISSARY AGENCY/DOMP ELAINE CAPITANO AND STACEY KJELLESVIK  
PHILIP MORRIS 52% RJ REYNOLDS 23% BROWN & WILLIAMSON 18%  
LORELARD 8% LISSETT & MYERS 1%.

Page 1

RGR-2390

## DeCA SOUTHWEST REGION SPECIFIC PLANOGRAM

51850 3920

TOBACCO - PRICE VALUE SEGMENT 55% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS LORILARD

*Elaine Capitaro*08/17/95  
7:57AMTraffic  
→HQ DEFENSE COMMISSARY AGENCY/COMP ELAINE CAPITANO AND STACEY KJELLESVIK  
RJ REYNOLDS 21% BROWN & WILLIAMSON 45% PHILIP MORRIS 20%  
LIGGETT & MYERS 13% LORILARD 1%

Page 1

RSR-2146

## DeCA NORTHWEST/PACIFIC REGION SPECIFIC PLANOGRAM

TOBACCO - BRANDED SEGMENT 37% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

PHILIP MORRIS	RJ REYNOLDS	LORILARD	LIGGETT & MYERS	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD		BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS			BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS			BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS			BROWN & WILLIAMSON

*Elaine Capitano*08/14/95  
2:00PMTraffic  
→HQ DEFENSE COMMISSARY AGENCY/DUMP ELAINE CAPITANO AND STACEY KJELLELSVIK  
PHILIP MORRIS 48%; RJ REYNOLDS 28%; BROWN & WILLIAMSON 16%;  
LORILARD 7%; LIGGETT & MYERS 1%.

Page 1

RJR-2890

## DeCA NORTHWEST/PACIFIC REGION SPECIFIC PLANOGRAM

TOBACCO - PRICE VALUE SEGMENT 63% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LORILARD

*Elaine Capitano*08/14/95  
2:03PMTraffic  
→HQ DEFENSE COMMISSARY AGENCY/DOCP ELAINE CAPITANO AND STACEY KJELLESVIK  
RJ REYNOLDS 27% BROWN & WILLIAMSON 50% PHILIP MORRIS 10%  
LIGGETT & MYERS 12% LORILARD 1%.

Page 1

RJR-279.

## HAWAII DISTRICT - DeCA NORTHWEST/PACIFIC REGION SPECIFIC PLANOGRAM

TOBACCO - BRANDED SEGMENT 72% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

PHILIP MORRIS	RJ REYNOLDS	LORILARD	LISGETT & MYERS	BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS	LORILARD		BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS			BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS			BROWN & WILLIAMSON
PHILIP MORRIS	RJ REYNOLDS			BROWN & WILLIAMSON

*Elaine Capitan*08/14/95  
1:30PMTraffic  
→HQ DEFENSE COMMISSARY AGENCY/COMP ELAINE CAPITANO AND STACEY KJELLESVIK  
PHILIP MORRIS 51%; RJ REYNOLDS 11%; BROWN & WILLIAMSON 34%;  
LORILARD 3%; LISGETT & MYERS 1%.

Page 1

RJR - 11%

## HAWAII DISTRICT - DeCA NORTHWEST/PACIFIC REGION SPECIFIC PLANOGRAM

TOBACCO - PRICE VALUE SEGMENT 28% - HQ DEFENSE COMMISSARY AGENCY PLANOGRAM

RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LIGGETT & MYERS
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	LORILLARD
RJ REYNOLDS	BROWN & WILLIAMSON	PHILIP MORRIS	

*Elaine Capitano*

08/15/95  
12:58PMTraffic  
→

HQ DEFENSE COMMISSARY AGENCY/DOMP ELAINE CAPITANO AND STACEY KJELLESVIK  
RJ REYNOLDS 28% BROWN & WILLIAMSON 57% PHILIP MORRIS 14%  
LIGGETT & MYERS 3% LORILLARD 1%.

Page 1

ROR-25%

**BRAND REQUIREMENTS BY REGION  
INCLUDES AMERICAN BRANDS  
CENTRAL REGION**

	STORE SIZE 4	STORE SIZE 3	STORE SIZE 2	STORE SIZE 1	
NUMBER OF BRANDS REQUIRED	37	33	28	25	TOTALS
NUMBER OF STORES IN REGION	7	10	5	8	30
TOTAL BRANDS REQUIRED	259	330	140	200	929

**MIDWEST REGION**

	SIZE 4	SIZE 3	SIZE 2	SIZE 1	
NUMBER OF BRANDS REQUIRED	37	33	27	24	TOTALS
NUMBER OF STORES IN REGION	11	2	9	10	32
TOTAL BRANDS REQUIRED	407	66	243	240	956

**NORTHEAST REGION**

	SIZE 4	SIZE 3	SIZE 2	SIZE 1	
NUMBER OF BRANDS REQUIRED	41	36	34	32	TOTALS
NUMBER OF STORES IN REGION	8	11	6	4	29
TOTAL BRANDS REQUIRED	328	396	204	128	1056

**NORTHWEST REGION**

	SIZE 4	SIZE 3	SIZE 2	SIZE 1	
NUMBER OF BRANDS REQUIRED	47	44	36	32	TOTALS
NUMBER OF STORES IN REGION	5	6	9	0	20
TOTAL BRANDS REQUIRED	235	264	324	0	823

**SOUTHERN REGION**

	SIZE 4	SIZE 3	SIZE 2	SIZE 1	
NUMBER OF BRANDS REQUIRED	40	36	30	26	TOTALS
NUMBER OF STORES IN REGION	18	7	1	1	27
TOTAL BRANDS REQUIRED	720	262	30	26	1028

**SOUTHWEST REGION**

51850 3925

	SIZE 4	SIZE 3	SIZE 2	SIZE 1	
NUMBER OF BRANDS REQUIRED	41	40	33	30	TOTALS
NUMBER OF STORES IN REGION	8	5	4	5	22
TOTAL BRANDS REQUIRED	328	200	132	150	810

*As Info - BAT requires Brand stockage to quantify  
as we do!*

CW